2002 Editorial INDEX

his index of volumes 195 and 196 of American Nurseryman covers all feature articles, as well as the Field Notes and Research departments. Articles are indexed by subject starting here, and by author starting on page 61. We hope you find the index useful in reviewing past articles of American Nurseryman.

For copies of any article or a back issue, call the Subscription Department at (800) 621-5727; in Illinois, dial (312) 427-7339. The cost is \$5 per issue mailed in the US, \$6 per issue to Canada and \$7 per issue for all other countries. Articles in American Nurseryman are also available on microfiche through University Microfilms International (UMI) and can be found in many university libraries. UMI may be contacted at (800) 521-3044.

ARBORETA

Scenic Splendor. Although little-known, Durand-Eastman Park Arboretum in New York state has a world-class plant collection. Richard James Cook. Feb. 1, page 44

ASSOCIATION ACTIVITIES

Crossing Regional Boundaries. Thanks to two regional branches of the International Plant Propagators' Society, a historic meeting in Maryland is expected to attract the largest group of growers ever to assemble in the US. David L. Morgan. June 1, page 55

BUSINESS ISSUES

Three Little Words. Family businesses can benefit from taking the time to listen, talk and plan. Phillip M. Perry. May 15, page 55

CONTAINERS

The Container Decision. Container manufacturers present myriad options to growers. Here's a look at what a few have to offer. Sarah Landicho. May 1, page 26

Container Production Innovations. A new production system for container plants may decrease the time it takes to grow a plant, as well as use less water. Dorota Z. Haman, Suat Irmak and Thomas H. Yeager. Oct. 1, page 54

CONTESTS/AWARDS

Aloha Sweepstakes. Monrovia's promotional vacation giveaway boosts sales in independent garden centers. Judy Lynes. Aug. 15, page 47

EMPLOYEE ISSUES/MANAGEMENT

Avoiding Immigration Woes. Hiring immigrant workers while following government guidelines can prove challenging to any nursery professional. Barbara Mulhern. Jan. 15, page 45

Harassing Issues. Sexual harassment is a problem in every industry. Here's what a professional advisor has to say about this important issue in today's nursery trade. July 1, page 51

ENVIRONMENT

Environmentally Challenged. By becoming environmentally sensitive, landscape professionals can open doors to a number of business opportunities and improve how others perceive the green industry. Michelle Vallet. Aug. 1, page 67

EQUIPMENT/SUPPLIES

Designer Labels. Today's plant tags are colorful, informational and often part of an overall packaging program — a big change from yesterday's simple blackand-white plastic stakes. Sarah Landicho. Nov. 1, page 20

Well-Equipped. A nationwide sampling of landscape contractors reveals which equipment tops their lists and why. Sarah Landicho. Oct. 15, page 20

FERTILIZERS/PLANT NUTRITION

Understanding Nutrient Additives.

Although lime, micronutrients and controlled-release fertilizers are beneficial to plant growth, their use in containers should be carefully monitored. Dr. Ted Bilderback. March 1, page 36

FIELD NOTES

Acer grandidentatum. David L. Morgan. May 1, page 106

Betula albo-sinensis. Michael S. Dosmann. April 15, page 90

Ceanothus americanus. Samuel W. Jones. June 1, page 82

Cotinus obovatus. David L. Morgan. Oct. 1, page 98

Cuphea × 'David Verity'. Marion Murray. Sept. 1, page 98

Daphne caucasica. Tom Ward. Jan. 15, page 94

Daphne genkwa. Mark Rudy. Dec. 15, page 82

Elymus virginicus. Jennifer Kujawski. March 1, page 86

Helianthus tuberosus. Louis Matarazzo. Feb. 15, page 94

Hosta 'Guacamole'. Tom Micheletti. Oct. 15, page 66

Hosta 'Sagae'. Tom Micheletti. Jan. 1, page 118

Ilex cornuta 'O. Spring'. Dr. Jeff L. Sibley and Jeff C. Wilson. May 15, page 86

Liriope spicata. Liz Gustafson. July 15, page 66

Mahonia bealei. Paul Pfeifer. April 1, page 110

Mitchella repens. Joni L. Mattson. Nov. 15, page 106

Persicaria bistorta. Dr. Anthony W. Kahtz. Nov. 1, page 82

Picea omorika. Dr. Ricky M. Bates. Aug. 1, page 98

Picea pungens 'Fat Albert'. Art Schiavo. July 1, page 86

Prunus sargentii. Hubert P. Conlon. June 15, page 78

Ptelea trifoliata. Greg Morgenson. March 15, page 82

Quercus glaucoides. David L. Morgan. Feb. 1, page 82

Quercus mongolica. Greg Morgenson. Aug. 15, page 82

Sisyrinchium angustifolium. Dr. Anthony W. Kahtz. Sept. 15, page 78

Verbena bipinnatifida. Jim Borland. Dec. 1, page 102

FINANCIAL ISSUES/MANAGEMENT

Breaking Down Bonds. In an era of financial uncertainty, investing in bonds may be a safe bet. Elliot Weissmark. Nov. 15, page 45

Making Your Cash Work Harder. Investment options can offer less volatility — and potentially better results — than the stock market. Elliot Weissmark. Sept. 15, page 53

On Credit. Establishing a good credit history — or repairing a damaged one — is a critical step toward business success. Mark E. Battersby. May 1, page 77

SIMPLE IRAs. Owners and employees of small businesses can benefit from SIMPLE IRAs. But exactly what are the costs? Elliot Weissmark. July 15, page 41

Taking Advantage of the Tax Relief Act: Estate Planning. Estate planning doesn't have to be difficult. But before revising your current plan, or creating a new one, take a look at some of the legislation surrounding estate taxes. Elliot Weissmark. May 15, page 51

GARDENING TRENDS

Trendy Ideas. Some industry experts share their ideas on what's hot — and what's not — for the 2003 growing season. Susan McCoy. Nov. 1, page 42

GROWING

Bundle Up. *Using appropriate irrigation techniques and protective coverings can save plants during a long or hard freeze*. Dr. Ted Bilderback. Oct. 1, page 59

Getting Wired. A Canadian nursery has success with wire root ball baskets for its B&B stock. Richard Desmarteau. Feb. 15, page 53

Greenhouse by Design. Now more than ever, greenhouses offer flexibility to accommodate the needs of nursery professionals. Beth L. Gainer. Jan. 15, page 30

In Shipshape. By using racks and sharedload shipping, growers should have an easier time getting their products to the market. David L. Morgan. July 15, page 20

Microclimate Manipulation. Paying attention to microclimates — and learning how to manipulate them — can help nursery professionals maximize plant growth. Pat McCracken. July 1, page 42

Opportunities Down Under. Mycorrhizal fungi can benefit nursery propagation and production systems. Dr. Fred T. Davies Jr. Feb. 15, page 32

Shady Business. Growers should understand how light levels and photosynthesis are linked in crop production. Sven E. Svenson. Jan. 15, page 23

Shady Business: Part II. Choosing the proper shading material depends upon the type of product selected and the amount of shade required. Sven E. Svenson. Feb. 15, page 43

Silver Bullet or Silver Slug? Learn what mycorrhizae can and can't do before inoculating the rhizosphere. Dr. Bonnie Appleton. Nov. 1, page 49

HARDSCAPES

The Hardscape Facts. From decorative pavers to planting walls and gazebos, today's residential landscapes are proving it's hard to escape the hardscape. John Heidemann. Sept. 1, page 30

HERBICIDES/FUNGICIDES/ PESTICIDES (see also IPM or PEST/DISEASE CONTROL)

Weed Control in Woody Liner Production. Preemergence herbicides play a key role in controlling weeds in nurseries, but are they an option for woody liners? Dr. Joseph C. Neal. Aug. 15, page 24

INVASIVE PLANTS

Managing a Tough Issue. Connecticut's approach to the controversial invasive-plant topic is to meet it head on. Bob Heffernan. Nov. 15, page 34

IPM (see also HERBICIDES/ FUNGICIDES/PESTICIDES or PEST/DISEASE CONTROL)

Realistic IPM. A nursery professional takes a look at how two successful Pennsylvania operations implement IPM as part of their overall plant maintenance programs. John Ritterson. Feb. 15, page 59

IRRIGATION/WATER CONSERVATION

Showing Signs of Improvement. Research shows a capillary mat may be the latest in successful irrigation advancements — saving water while promoting plant growth in the nursery. Jean Caron, Richard Beeson Jr., Jocelyn Boudreau and John Haydu. July 15, page 32

Waste no Water. Water quantity and quality issues force nursery professionals to find ways to save this precious resource and still stay in business. Dr. Hannah Mathers. Nov. 15, page 22

LANDSCAPE BUSINESS

Curbside Assistance. Showing business owners how to enhance their company's outdoor surroundings can bring nursery professionals extra clients — and extra dollars. Michael Petrie and Kathye Fetsko Petrie. Oct. 15, page 30

Filling the Gap. Landscape distribution companies fill a unique and important role in the green industry by helping landscape professionals focus on what makes them money — spending time with customers. Oct. 15, page 39

Landscaping's Net Worth. Realtors say — and research proves — a good-looking landscape increases the value of a home or business. But do your clients know this? Sarah Landicho. July 15, page 24

LANDSCAPE DESIGN/INSTALLATION

Colonial Nebraska. Tough environmental conditions make turning a new Lincoln mall into a Colonial Williamsburg

a tricky assignment. Sarah Landicho. April 1, page 40

A Desert Dessert. The right mix of native plants, wildflowers and hardscape elements, with a pinch of good taste, turns a New Mexico landscape into a desert treat. Cathleen Flahardy. Oct. 15, page 35

The Garden of Edenton. Ample research and a plethora of historical plants take one North Carolina landscape back to its original beauty. Rick King. Aug. 1, page 24

On Top of the World. Rooftop gardens add a touch of nature to city homes and keep urbanites grounded. Saskia Cacanindin. Aug. 1, page 52

Rethinking our Plant Palettes. Incorporating native plants in any garden not only adds flavor, but gives the landscape a sense of place. Andy Wasowski. April 1, page 35

The Secret Garden. A landscape designer transforms a soggy European back yard into an engaging English garden. Jennifer Hooks. Aug. 1, page 39

A Sense-able Landscape. With an equal mix of texture, scent, color and flavor, an ordinary Delaware landscape evolved into a picturesque setting amidst a busy resort town. Cathleen Flahardy. Jan. 1, page 36

Shapely Figures. For many, topiary may seem a bit intimidating, but the unique shapes and forms make it easy to add a flight of fancy to any landscape. Sarah Landicho. April 1, page 67

Sunny Days, Shady Ways. Patterns of sunlight and shadow create perfect partners in any sophisticated landscape. Pat Hollingsworth. March 1, page 48

Sustainable New England Landscapes. By installing gardens that can withstand dry conditions, the green industry and its customers can get through almost any period of drought. Dr. Jeff Licht. July 1, page 46

Uprooting Problems. Root barriers can prevent tree roots from displacing pavers. Brian Burton. March 1, page 44

Water You Lookin' At? A typical Pennsylvania back yard is transformed into an aquatic Xanadu, providing one couple with a sacred getaway, as well as myriad admirers. Cathleen Flahardy. July 1, page 29



Potted Liners & Plugs **Bare Root Divisions**

Over 1400 varieties of perennials, herbs, grasses and flowering shrubs call for our price list today!



Toll free: (800)257-0719 or (503)357-2904 Fax: (800)239-5926

www.bloomingnursery.com

mation circle 48 on the Postage Paid Care

Checkpoint

Horticultural Labeling Division

Introduces



In the world of picture labels, hang tags, and pot stakes for the garden industry there is a choice. THE GARDEN MARKETING GROUP





Stir the competition, move the economy, broaden your horizons, drive the pricing, set the standard, raise the bar, feel the pulse, find the passion...at



THE GARDEN MARKETING GROUP

800-526-4024 • 972-226-4266 tgm-marketing@Prodigy.net

A Checkpoint Strategic Business Partner

For free information circle 49 on the Postage Paid Card

LEGISLATION/REGULATION. NATIONAL

Update From Washington. Its reform efforts disrupted by 9/11, Congress left many nursery issues unresolved. Craig J. Regelbrugge and John Meredith. Dec. 1, page 22

MARKETING/ADVERTISING

Green Is Good. A new marketing campaign provides Maryland's green industry with a needed boost in recognition. George Mayo. Sept. 15, page 50

Hold the Phone. Nurseries and garden centers now have an easy way to convert a problem into a powerful and effective customer relations opportunity. Mike Pandolfo. July 15, page 30

Marketing Matters. A communication professional looks at six modern marketing ideas nursery professionals should not ignore. Miles McCoy. June 1, page 50

Marketing Matters - Part II. A communication professional offers six tips to create an effective catalog. Miles McCoy. June 15, page 52

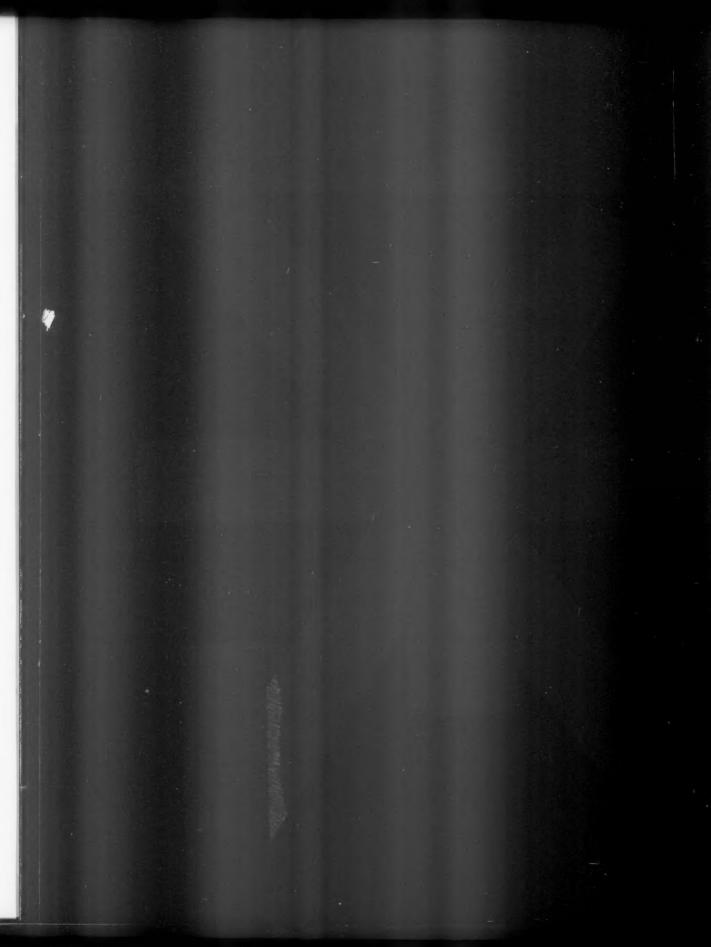
Marketing Matters - Part III. A communication professional explains how to properly communicate with customers through direct marketing. Miles McCoy. July 1, page 57

Marketing Matters - Part IV. A communication professional offers tips on how to use the traditional marketing tool of print advertising. Miles McCoy. July 15, page 36

Marketing Matters - Part V. A communications professional offers cost-saving ideas on how to reach customers. Miles McCoy. Aug. 1, page 73

Marketing Matters - Part VI. A communication professional suggests nursery professionals use databases to revitalize their marketing programs. Miles McCoy. Aug. 15, page 52

Marketing With Personality. Effectively advertising your business can bring in droves of customers and hefty sales. Larry Newlin. Feb. 1, page 28



Made in U.S.A.

TREE U. S. Pat. 6,442,891 Pat. Pend. Canada TRAJNER STRAIGHTENS TREES

Self Supporting Tree Brace

- · Straightens Crooked Trees
 - · Cost Effective
- No Bamboo Poles, Conduit, Wires or Ropes
- Reusable Manufactured for Strength and Durability

IDEAL FOR CONTAINER TREES

Small unit fits trees ½" to 1½" in diameter Large unit fits trees 1¼" to 2¾" in diameter

Roy Enterprises, L.L.C.

265 N. E. Highway B • Spickard, MO 64679 Telephone: 660-485-6768 • Fax: 660-485-6486

www.treetrainer.com

Small Tree Trainer was used here ½" x 1½". Normal time to straighten is 30 to 45 days depending on conditions and climate.

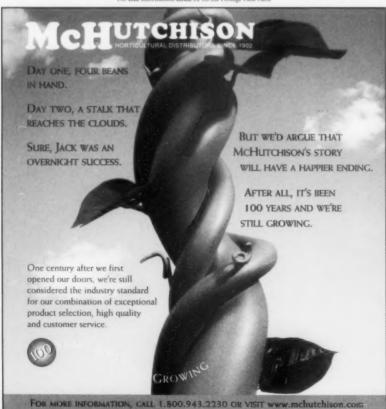
See us in booth 196 at the Western 2003 trade show

Before





For free information circle 51 on the Postage Paid Car



NATIVE PLANTS

Selling the Native Niche. Native plants can add uniqueness to any landscape as well as offer a plethora of retail marketing options. Ann E. Lighthiser and Jennifer J. Ariss. Jan. 15, page 36

NURSERY INDUSTRY

2001 Wage & Benefits Survey. Despite last year's sagging economy, earnings rose again for green industry workers. June 1, page 41

Forcing: The Issue. Forced perennials fill particular needs and make quick sales, but for the nursery professional looking for loyal gardening customers, are they worth it? Peter Denee. March 15, page 32

Inspect the Best. Preshipment inspection programs ensure nursery stock entering and exiting countries is of the highest quality. Floortje Molenaar. Sept. 15, page 38

Rebuilding the Dream. Faculty and staff of the Center for Urban Horticulture in Seattle build a new future after a deliberate fire destroyed the building last year. Dr. John A. Wott. Sept. 1, page 48

Showing Off. Upcoming industry trade shows allow horticulture professionals to flaunt their latest advancements, as well as learn some industry secrets from fellow colleagues. May 1, page 41

Tradin' Up. Another busy trade show season is on the horizon, offering a little something for green industry professionals nationwide. Nov. 1, page 33

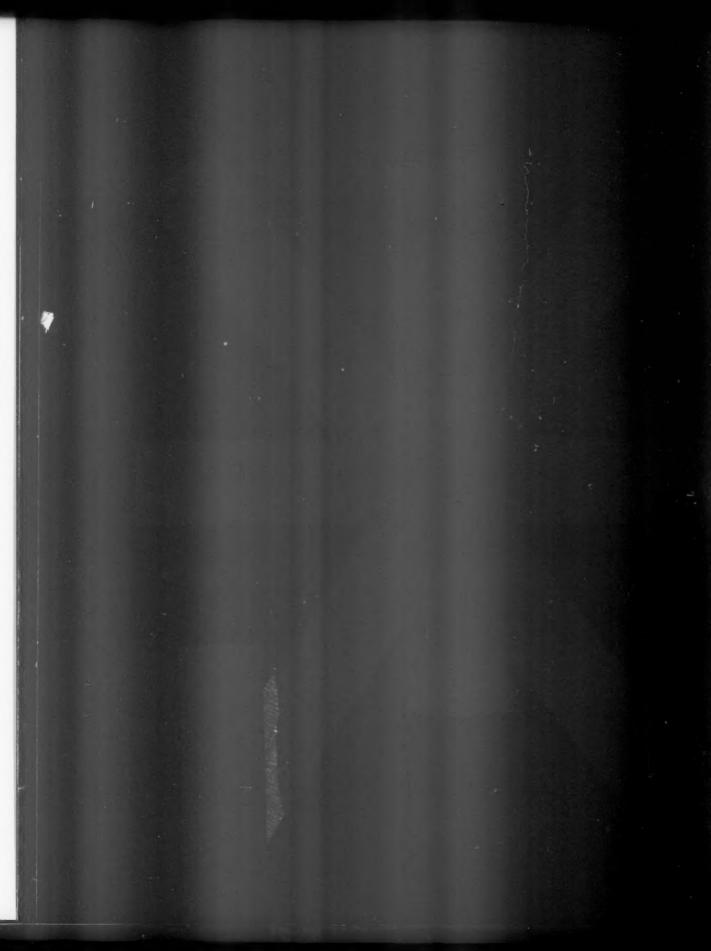
Valuable Specifications. Explicit national nursery stock specifications would ensure landscapers receive quality material, as well as help increase supplies of superior plants.

Dr. Edward F. Gilman. Aug. 15, page 28

ONLINE INFORMATION

Reading the Fine Print. Whether buying or selling online, knowing and clearly defining terms and conditions to every Internet transaction is increasingly important. Fred S. Steingold. Nov. 15, page 41

Weaving Your Web. A well-designed Web site can be one of your hardest-working employees — and it's available 24 hours a day, seven days a week. Mary Anne Shew. Sept. 15, page 42





Award Winning Daylilies!

Freshly Dug-Per Order! You get quality plants when you need them!

Wide choice of colors and heights from 10" to 36". * Large quantities of award-winning tetraploids.

Field grown divisions ensure quality and trueness to name. Available field clumps, potted or bare root.

Prompt economical, bare root shipment by UPS

The world's largest grower of Stella de Oro daylilies! Located in Joliet, IL

Email: thefields@worldnet.att.net Website: www.fieldsoncatonfarm.com Call or Fax Today... Locally: (815) 773-2330

Toll Free: (800) 824-7575 Fax: (815) 744-7890

on Caton Farm In

For free information circle 54 on the Postage Paid Card



Our new 10 ft. & 7¹/₂ ft. edging/paver restraints will only be sold with this rack through Independent Nursery/Garden Retailers. These easy to use and carry pieces are very strong and will help your customer appreciate their value versus lighter box/rolled edgings.

1-800-EDGINGS (334-4647)

(630) 833-3033 FAX: (630) 833-0816



MADE IN U.S.A.

E-Mail: edgings@olyola.com Website: www.olyola.com

124 E. ST. CHARLES RD. VILLA PARK, IL 60181

PEST/DISEASE CONTROL (see also HERBICIDES/FUNGICIDES/ **PESTICIDES** or IPM)

Black Vine Weevil — Mistress of the Night. A study shows beneficial nematodes may shed new light on controlling the harmful pest. Stanton Gill, Joanne Lutz, Michael Raupp and Paula Shrewsbury. Feb. 1, page 32

Nursery Insect and Disease Management. Managing insect pests and diseases is a major challenge for nursery professionals nationwide, and mistakes could prove costly to a successful operation. William R. McAdams, June 1, page 22

Pest Resistance, the Natural Way. Understanding a tree's defense mechanisms can help landscape professionals fend off pesky enemies. Pierluigi Bonello, Aug. 1, page 59

PLANTS

The 20 Questions of Plant Problem Diagnostics -- Part I. Diagnosing plant problems can prove challenging, but correctly answering the following questions may help avoid misdiagnoses. Jim Chatfield, Joe Boggs and Erik Draper. June 1, page 28

The 20 Questions of Plant Problem Diagnostics — Part II. Diagnosing plant problems can prove challenging, but correctly answering the following questions may help avoid misdiagnoses. Jim Chatfield, Joe Boggs and Erik Draper. June 15, page 44

AARS Picks for 2003. Dazzling colors and disease resistance mark the qualities of four award-winning roses. May 15, page 32

All-Purpose Conifers. Thriving on neglect and extreme temperatures, the following conifers at The New York Botanical Garden have more to offer landscapes than mere function. Todd Forrest. Oct. 15, page 24

Berries for the Birds. Fruiting plants that attract a wide variety of feathered friends to the back vard are sure to please both expert and novice bird watchers and help the landscape take flight. Pat Hollingsworth. June 1, page 36

Birds of the Desert. Caesalpinia selections bring a splash of color to red-hot Southwestern landscapes, Mary Irish, Aug. 15, page 42

Breaking new Groundcovers. The standard groundcovers used in most landscapes may be attractive and popular, but there are other tough evergreen selections to choose from that prove excellent additions — even on volleyball courts. David MacKenzie. April 1, page 72

Canna-ballistic. The Canna has made a comeback, and thanks to Longwood Garden's breeding program, there are many lovely selections to choose from. Dr. Tomasz Aniško. Sept. 15, page 46

Cold Hardiness of Evergreen Cherries. Several popular cultivars may be wellsuited outside their natural ranges. Dr. Tomasz Aniśko. March 15, page 42

Early Bloomers. Forced perennials have proved their worth in the garden and can bring retailers extra profits. Dr. Arthur C. Cameron and Beth A. Fausey. March 15, page 30

Fresh Mints. Long-known for their culinary attributes, mints offer Cordon Bleu ornamental qualities. Barbara Perry Lawton. Dec. 1, page 32

It's About Vine. Three Asian vines lend color and hardiness to the landscape. Bruce Macdonald. Nov. 1, page 26

Nebraska Roots. When looking for plant material that will add beauty to a Great Plains landscape, as well as survive the region's environment, give some of the following a try. Dale Lindgren. Jan. 1, page 44

New Additions. Whether searching for an improved form of an old standard or looking for an unusual plant to turn heads, you'll find a wide variety to choose from in this selection of new plants for 2003. Dec. 15, page 21

One Man's Ceiling. A perennial researcher shares some of his favorite plants from the University of Georgia gardens. Dr. Allan M. Armitage. June 15, page 38

The Perennial Highway. As the 2002 growing season approaches, perennials of all varieties will be among the industry's hottest items. Cathleen Flahardy. March 15, page 38

A Plant Hunter's Legacy. Benny Simpson's plant collections flourish in arid landscapes in the Southwest and are studied by horticulture students, educators and nursery professionals throughout the region. Linda Thornton. April 15, page 30

We're more than just trees...



For free information circle 56 on the Postage Paid Card

53 and Counting.

Since 1950, we've been serving the nursery industry with good, strong b&b evergreens. We've worked hard to earn a reputation for reliable products, outstanding service and fair pricing.



You can count on us!

We're keeping up with all the latest techniques and technology, but we still rely upon our experience and old-fashioned hard work to offer you the best b&b evergreens available anywhere.



Ask for our latest price list.

Visit us in Booth #3042 at CENTS January 20-22, 2003

P.O. BOX 211 • SHELOCTA, PA 15774

724-354-2500 or -2801 • Fax 724-354-4185 • bricillotreefarms@msn.com • www.bricillo.com

For free information circle 57 on the Postage Paid Card



For free information circle 58 on the Postage Paid Card

5 YEARS & GROWING STRONGER!

2003 GULF STATES HORTICULTURAL EXPO

January 30th - February 1st **Mobile Convention Center** Mobile, Alabama

- **Thursday Educational** Seminars
- Friday & Saturday 625 **Booth Trade Show**
- · Golf & Sporting Clays Tournaments
- Fantastic Trade Show **Door Prizes**

WWW.GSHE.ORG 334-502-7777

For free information circle 59 on the Postage Paid Card

Plants A Plenty. New plants delight horticulture experts and dabblers alike; here's a sampling of what's available to enhance every planter's palette. June 15, page 25

A Rose by Any Fragrance. Modern roses have recaptured the many wonderful scents that made them popular — but how? Jacques Mouchotte and Jacques Ferare. May 15, page 28

Rose Hips: The Harvest Festival. While most roses are selected for their attractive flowers, repeat bloom times, heavenly fragrances or easy care, their fruit is another characteristic worthy of garden consideration. Alice Flores. May 15, page 24

Shrubs for the Masses. Grouping the right shrubs adds an artistic flair to the landscape. Michael S. Dosmann. March 1, page 28

Southern Belles. Promising eye-catching bloom color during the season, many azalea hybrids spice up gardens. Hank Bruno. Jan. 15, page 50

A Taste of What's to Come. Here's a smattering of new plants for 2002 that are sure to tempt any green industry professional's planting palette. And if you like what you see in the next few pages, just wait for the June 15 new plants issue. May 1, page 67

Tropics of Discussion. Some of the most colorful plants grown in the South can be found in cooler climates, bringing a taste of the tropics up north. Robert E. Bowden. Sept. 1, page 42

Wintery Wonderland. A great variety of conifer selections provides color where it's needed most. Dr. Paul Cappiello. Feb. 1, page 22

PROFILES

Artists in the Air: Bartlett Tree Experts. Caring for trees in an urban environment takes practice and skill. Properly training workers not only better prepares them for the job — it can also lead to increased employee retention. Ellen Vincent Strother. Feb. 1, page 38

Big Trees in Boxes. A south Texas grower meets an expanding need for large landscape specimens. David L. Morgan. Aug. 1, page 34

Committing to Excellence. A Vermont landscaper's dedication to the trade leads to a successful business. Dorothy J. Pellett. Sept. 1, page 36

The 'Grass Man' Cometh. A Texas grower with a love of grasses and a passion for collecting Southwestern natives turns his favorite pastime into a successful business. David L. Morgan. April 15, page 51

A Growing Business. The owner of a Midwest landscape design, construction and maintenance company tells how and why he started a nursery. Frank Mariani. April 15, page 25

A Hidden Agenda. Tucked away in upstate New York, The Plantsmen nursery lures customers with its abundant display gardens and an owner with a passion for unusual plants. Michelle Buckstrup. Nov. 15, page 30

Home Grown. A California grower makes an effort to restore the state to its original splendor by growing only California natives. Cathleen Flahardy. Oct. 1, page 36

In a Glass All His Own. With the help of glassblower Dale Chihuly, Chicago's Garfield Park Conservatory sheds new light on the beauty of joining art and nature. Cathleen Flahardy. May 1, page 34

Perennial Pioneers. Three brothers from Lincoln, NE, took the perennial world by storm, and their legacy is sure to continue for years to come. Clarence Falstad and Gretchen Zwetzig. Feb. 15, page 24

Quality Counts. An independent foundation in the Netherlands helps Dutch nursery professionals grow quality plant material for export. Floortje Molenaar. Oct. 1, page 45

The Rose Man of Texas. Mike Shoup found his calling right where he started, and 9/11 didn't hurt him a bit. David L. Morgan. Dec. 1, page 26

Southern Teachings, An Arkansas landscaper uses creative designs to educate others about her passion plants. Sarah Landicho. Dec. 1, page 38

Sundown Sensations. A combination of destiny, good employees and innovative business skills helps make one Colorado landscape design company a roaring success. Michelle Vallet. April 1, page 28



Start the year off right with hostas that are out of sight!

Premium quality hosta liners and 2 1/4" pots

•No minimum order •Premium photo plant tags

•Publishers of The Hosta Handbook by Mark Zilis

To order or request a free descriptive color catalog call toll free 1-800-528-2909

For free information circle 60 on the Postage Paid Card



Your source for green industry attachments!

More than just NURSERYJAWS.



DUTCHMAN TREE SPADES

Booth(s)
297-9
15-7
515
339
105-6
TBA
2088-90
TBA
2719-21
2



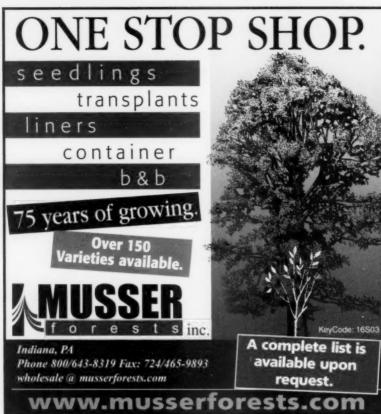


NURSERY DPM means Diversified Products



800-669-4408

FAX: 402-364-2194 E-Mail: nurseryjaws@alltel.net www.NurseryJaws.com





PROPAGATION

The Basics of Stem Cutting Propagation. If you have new employees who need to know the basics of stem cutting propagation — or veteran workers who could use a refresher course — here's a good starting point. Dr. Anthony W. Kahtz. April 15, page 56

Forcing the Tissue. Forcing softwood cuttings from woody stem segments is proving a reliable method to propagate many species. Dr. John E. Preece, Dr. J. W. Van Sambeek, Dr. Paul H. Henry and Dr. James Zaczek. Oct. 1, page 26

Promising Propagation. Australian researchers have developed a new in vitro strategy to produce difficult-to-propagate woody plants that are vigorous and fastgrowing. Julia Berney. Oct. 1, page 62

Taking Care of Business. Propagation involves more than just producing plants - other practices must be followed as well. Gene Blythe and Dr. Jeff Sibley. Jan. 1, page 27

RESEARCH

Compost in rooting media. Dr. Calvin Chong. Jan. 15, page 62

How seed source affects performance of selected wildflowers. Dr. Jeffrey G. Norcini, James H. Aldrich and Dr. Frank G. Martin. March 15, page 51

Paclobutrazol's effect on transplanted American elm seedlings. Gary W. Watson. Feb. 15, page 64

RETAIL DESIGN/MERCHANDISING

Presentation Is Everything. Garden center display designers offer tips on innovative merchandising. Sarah Landicho. Nov. 15, page 18

RETAILING

Emotional Retailing, Helping customers create contemplative spaces in their gardens can bring comfort and healing. Judy Sharpton. Jan. 1, page 54

A Force to Be Reckoned With. There are pros and cons to forced perennials. The question is, should retailers sell them? Here's what some industry professionals have to say. Sarah Landicho. March 15, page 24

P.O. Box 579 . 1300 Grove Street Charles City, Iowa 50616-0579 800-747-5980 . Fax 800-361-7759 Email: sales@shermannursery.com

VISIT OUR WEBSITE: www.shermannursery.com

Homeward Bound. Retailers say cocooning is the big trend among homeowners this year — as well as spending more money on their landscapes. Sarah Landicho and G. Seidel. Sept. 1, page 26

The Perennial Package. As the home gardener's desire for unique perennials continues to grow, retailers predict bloom color alone won't be driving up this season's sales. Beth L. Gainer. March 15, page 34

SAFETY ISSUES

Better Safe Than Sorry. Landscapers are not immune to a hazardous work environment, and being aware of the danger is the first step toward safety. John Ball. April 1, page 46

Safety First. Just how safe is your nursery? A horticulture insurance professional offers advice on how to help protect your employees — and operation — from harm. Andrew J. Mauschbaugh. Sept. 15, page 35

WATER GARDENING

Pond Product Improvements. Innovations in products designed especially for garden ponds have helped to secure water gardening's place in the perfect landscape. C. Greg Speichert. July 1, page 36

WEATHER ISSUES

Weather or Not? Mother Nature defines the success of the green industry — and this spring was no exception. Sarah Landicho, David L. Morgan and Cathleen Flahardy. Aug. 15, page 35

2002 AUTHOR INDEX

Aldrich, James H.

How seed source affects performance of selected wildflowers. Co-authors Dr. Jeffrey G. Norcini and Dr. Frank G. Martin. March 15, page 51

Aniśko, Dr. Tomasz

Canna-ballistic. The Canna has made a comeback, and thanks to Longwood Garden's breeding program, there are many lovely selections to choose from. Sept. 15, page 46

Cold Hardiness of Evergreen Cherries. Several popular cultivars may be wellsuited outside their natural ranges. March 15, page 42

Quality Growing Clematis



Our Clematis are not dormant roots, but are strong growing plants when you receive them. Staked and a descriptive color picture label in each 21/2" or 31/2" deep "Nu-Pot".

By ordering our Clematis you are assured of 100% live growing plants. You'll find the most heavily rooted Clematis in the business!

L'Onahue's
Clematis Specialists

Write for our 2003 Clematis list with over 100 large and small flowering varieties or contact your favorite broker.

www.donahuesclematis.com • donahue@donahuesclematis.com

420 SW 10th Street • PO Box 366 • Faribault, MN 55021 Phone (507) 334-8404 • Fax (507) 334-0485

For free information circle 64 on the Postage Paid Card

Green Industry Quality plus Southern Hospitality

Middle Tennessee Nursery Association Horticulture Trade Show October 3-4, 2003

Civic Center, McMinnville, Tennessee

** Golf Tour **
October 2nd

Proceeds for Nursery Research Fund ** Fish Fry**
October 3rd

** Barbecue **
October 2nd
Sponsored by

Sponsored by Great Western Bag

Gateway to all your nursery, landscaping and supplier needs in the "Cradle of the Plant Kingdom"

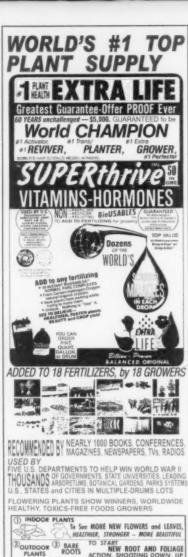
Educational Sessions will be offered



For more information, write:
Middle Tennessee Nursery Association
P.O. Box 822 · McMinnville, TN 37111
or call 931-668-7322 · fax 931-668-9601
e-mail: MTNA@blomand.net

www.growit.com/MTNA · www.tnnursery.com/mtna

For free information circle 65 on the Postage Paid Care



OUTDOOR BARE ROOTS NEW ROOT AND FOLIAGE ACTION, SHOOTING DOWN, UP and filling in sidewise MORE FLOWERS, LONGER and MORE BEAUTIFUL S SEEDLINGS TO PLANT THEM ALL SAFELY, UNIFORMLY - and GROWING MORE STRONGLY TREES TO GET 7 FRUITING FOR FARILER 'TWO YEARS' GROWTH IN ONE"? BEARING (B) BULBS TO START THEM VIGOROUSLY, Beating Soil-rot, Hastoning Better BLOOMING To Help GERMINATION Percentage and SPEED EARLIER, BETTER YIELDS, including Vegetables (10) LAWNS To Make QUICKER, deeper, TOUGHER TURF from SEED, SOD, Stolons, Sprigs, MYDRO reading 11 XMAS TREES 17 HYDROSEEDING 22 FLOWERING PLANT 12 REFORESTATION 18 LANDSCAPING COMPETITIONS 12 REFORESTATION III LANDSCAPING COMPETITIONS IN HYDROPOMICS 19 PROPAGATION 2 II STERIORSCAPING 14 FIELD CROPS 20 ANTI-EROSION 24 CUT FLOWERS 16 TISSUE CULTURE MAPROVEMENT 2. SWEATHER DAMAGE 16 TISSUE CULTURE MAPROVEMENT 2. SWEATHER DAMAGE 2. SWEATH CARDONNS CONTROLLED CONTR

AT CONSCIENTIOUS PLANT DEALERS WORLDWIDE
Used, tipped to, and supplied by thousands
of conscientious plant-selling firms.
REFUSE "just as good," false, cheaply-

REFUSE "just as good," false, cheaply-made, unbalancing substitutes, often 99½ % water!

NOTHING IS AT ALL "LIKE"

SUPERthrive". 50 VITAMINS-HORMONES
Made in U.S.A. by VITAMIN INSTITUTE

Made in U.S.A. by VITAMIN INSTITUTE 12610 Saticoy Street South, North Hollywood, CA 91605 Ph. (800)441-VITA(8482); FAX 818-766-VITA(8482); www.superthrive.com Appleton, Dr. Bonnie

Silver Bullet or Silver Slug? Learn what mycorrhizae can and can't do before inoculating the rhizosphere. Nov. 1, page 49

Ariss, Jennifer J.

Selling the Native Niche. Native plants can add uniqueness to any landscape as well as offer a plethora of retail marketing options. Co-author Ann E. Lighthiser. Jan. 15, page 36

Armitage, Dr. Allan M.

One Man's Ceiling. A perennial researcher shares some of his favorite plants from the University of Georgia gardens. June 15, page 38

Ball, John

Better Safe Than Sorry. Landscapers are not immune to a hazardous work environment, and being aware of the danger is the first step toward safety. April 1, page 46

Bates, Dr. Ricky M.

Picea omorika. Field Notes. Aug. 1, page 98

Battersby, Mark E.

On Credit. Establishing a good credit history — or repairing a damaged one — is a critical step toward business success. May 1, page 77

Beeson, Richard Jr.

Showing Signs of Improvement. Research shows a capillary mat may be the latest in successful irrigation advancements — saving water while promoting plant growth in the nursery. Co-authors Jean Caron, Jocelyn Boudreau and John Haydu. July 15, page 32

Berney, Julia

Promising Propagation. Australian researchers have developed a new in vitro strategy to produce difficult-to-propagate woody plants that are vigorous and fast-growing. Oct. 1, page 62

Bilderback, Dr. Ted

Bundle Up. Using appropriate irrigation techniques and protective coverings can save plants during a long or hard freeze. Oct. 1, page 59

Understanding Nutrient Additives.

Although lime, micronutrients and controlled-release fertilizers are beneficial to plant growth, their use in containers should be carefully monitored. March 1, page 36

Blythe, Gene

Taking Care of Business. Propagation involves more than just producing plants — other practices must be followed as well. Co-author Dr. Jeff Sibley. Jan. 1, page 27

Boggs, Joe

The 20 Questions of Plant Problem Diagnostics — Part I. Diagnosing plant problems can prove challenging, but correctly answering the following questions may help avoid misdiagnoses. Co-authors Jim Chatfield and Erik Draper. June 1, page 28

The 20 Questions of Plant Problem Diagnostics — Part II. Diagnosing plant problems can prove challenging, but correctly answering the following questions may help avoid misdiagnoses. Co-authors Jim Chatfield and Erik Draper. June 15, page 44

Bonello, Pierluigi

Pest Resistance, the Natural Way. Understanding a tree's defense mechanisms can help landscape professionals fend off pesky enemies. Aug. 1, page 59

Borland, Jim

Verbena bipinnatifida. Field Notes. Dec. 1, page 102

Boudreau, Jocelyn

Showing Signs of Improvement. Research shows a capillary mat may be the latest in successful irrigation advancements — saving water while promoting plant growth in the nursery. Co-authors Jean Caron, Richard Beeson Jr. and John Haydu. July 15, page 32

Bowden, Robert E.

Tropics of Discussion. Some of the most colorful plants grown in the South can be found in cooler climates, bringing a taste of the tropics up north. Sept. 1, page 42

Bruno, Hank

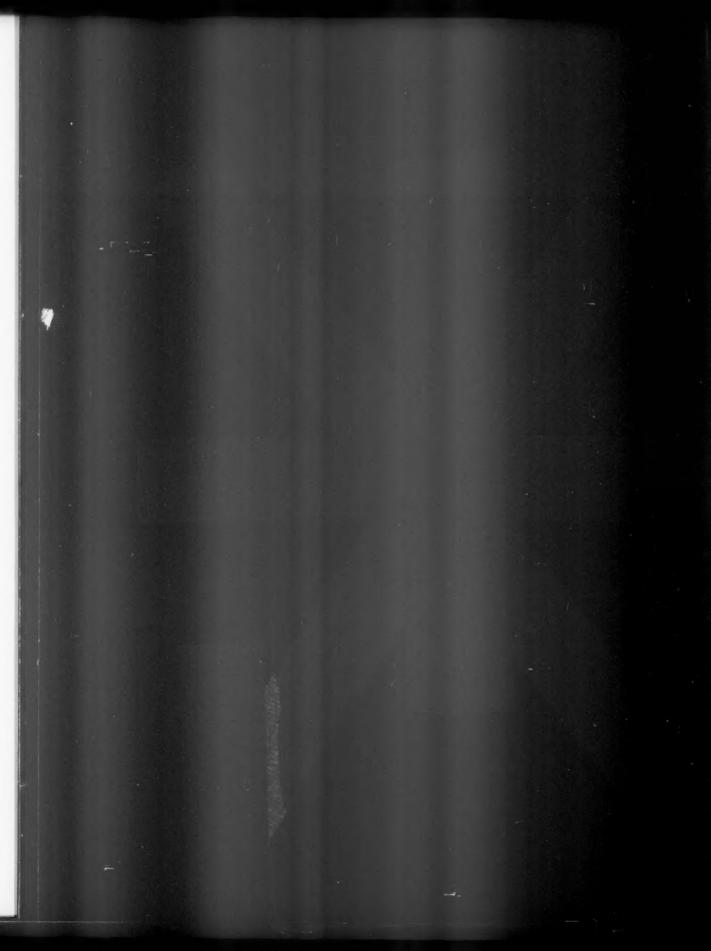
Southern Belles. Promising eye-catching bloom color during the season, many azalea hybrids spice up gardens. Jan. 15, page 50

Buckstrup, Michelle

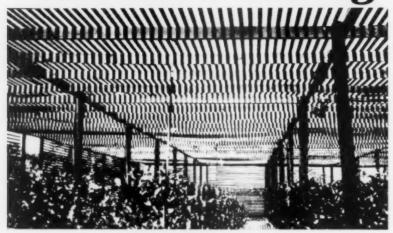
A Hidden Agenda. Tucked away in upstate New York, The Plantsmen nursery lures customers with its abundant display gardens and an owner with a passion for unusual plants. Nov. 15, page 30

Burton, Brian

Uprooting Problems. Root barriers can prevent tree roots from displacing pavers. March 1, page 44

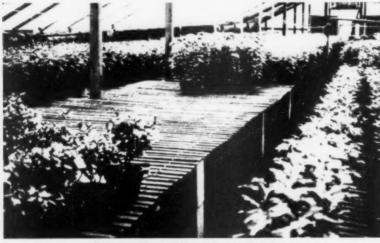


Greenhouse Bench And Shade Lathing



Effective Shade Control.

Ideal protection against frost and wind damage. Gives uniform sun and moisture control. No stretching or tearing. Long-lasting. Simple construction. 55% shade density. Also available in 70% density.



Pressure Treated Greenhouse Benches.

Assembles in minutes! Stays clean. Dry. Allows good moisture control. Plants stay healthier because problems with mildew, fungus, snails and slugs are eliminated. 55% closed area. 45% open space for drainage. Only 1-1/4" space between pickets. Also available in 70% closed area.

Pressure treated lathing is made from specially selected grade "A" wood pickets (3/8" thick by 1-1/2" wide) woven securely with seven twisted cables of galvanized wire for 6' width (five for 4' width). These choice pickets are available hot-dipped in a red oxide, weather resistant stain, or natural finish. Please specify. Do not confuse this product with snow fencing and its much wider spacing—over 2-1/4" apart. Write for prices.

Southeastern Wood Products Co.

P.O. Box 113/Griffin, Georgia 30224/Phone: (770) 227-7486 (out of GA) 1-800-722-7486

For free information circle 69 on the Postage Paid Card

Cameron, Dr. Arthur C.

Early Bloomers. Forced perennials have proved their worth in the garden and can bring retailers extra profits. Co-author Beth A. Fausey. March 15, page 30

Cacanindin, Saskia

On Top of the World. Rooftop gardens add a touch of nature to city homes and keep urbanites grounded. Aug. 1, page 52

Cappiello, Dr. Paul

Wintery Wonderland. A great variety of conifer selections provides color where it's needed most. Feb. 1, page 22

Caron, Jean

Showing Signs of Improvement. Research shows a capillary mat may be the latest in successful irrigation advancements — saving water while promoting plant growth in the nursery. Co-authors Richard Beeson Jr., Jocelyn Boudreau and John Haydu. July 15, page 32

Chatfield, Jim

The 20 Questions of Plant Problem
Diagnostics — Part I. Diagnosing plant
problems can prove challenging, but
correctly answering the following questions
may help avoid misdiagnoses. Co-authors
Joe Boggs and Erik Draper. June 1, page 28

The 20 Questions of Plant Problem Diagnostics — Part II. Diagnosing plant problems can prove challenging, but correctly answering the following questions may help avoid misdiagnoses. Co-authors Joe Boggs and Erik Draper. June 15, page 44

Chong, Dr. Calvin

Compost in rooting media. Jan. 15, page 62

Conlon, Hubert P.

Prunus sargentii. Field Notes. June 15, page 78

Cook, Richard James

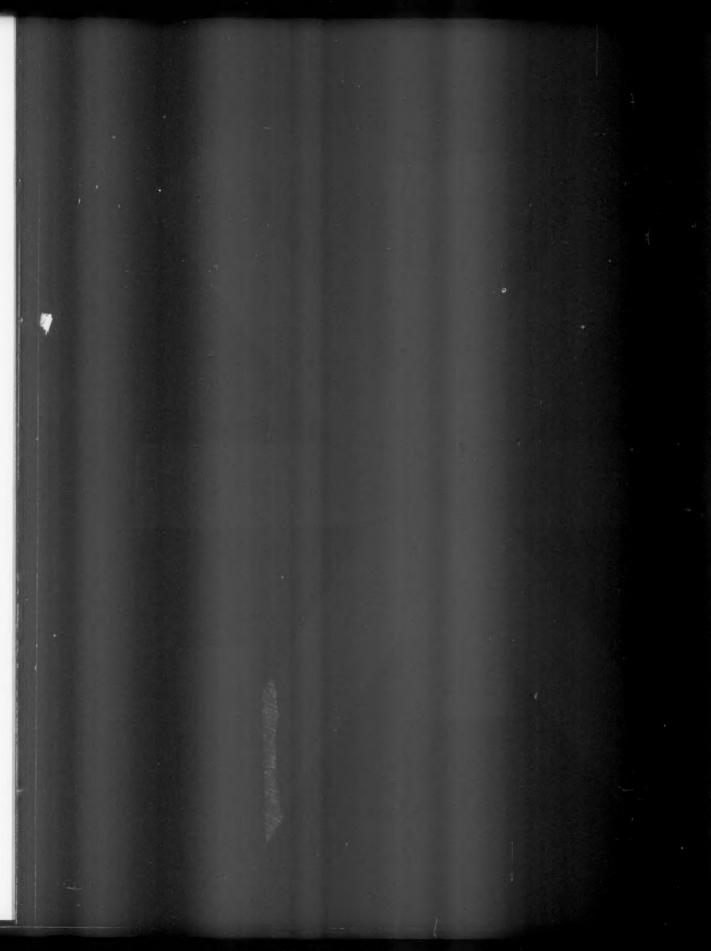
Scenic Splendor. Although little-known, Durand-Eastman Park Arboretum in New York state has a world-class plant collection. Feb. 1, page 44

Davies, Dr. Fred T. Jr.

Opportunities Down Under. Mycorrhizal fungi can benefit nursery propagation and production systems. Feb. 15, page 32

Denee, Peter

Forcing: The Issue. Forced perennials fill particular needs and make quick sales, but for the nursery professional looking for loyal gardening customers, are they worth it? March 15, page 32





King's Sunset Nursery, Inc.



875 Five Forks Rd. Liberty SC 29657

Phone: (864) 843-6880 Fax: (864) 843-4714 Toll Free: (888) 843-6880 E-Mail: Kings_Sunset_Nursery@MSN

For free information circle 72 on the Postage Paid Card



WHO CARES IF WE GROW TREES FOR GARDEN CENTERS?

Maybe you should care. Many nurseries grow for the landscaping market. These nurseries may sell trees to garden centers, but they

tend to be their smaller, less desirable trees. Our trees are grown specifically for garden centers. So when you buy from us, you're getting top quality trees grown for your customers – and not someone else's leftovers. Which should give your confidence and your bottom line a boost.

Call Eastern Shore Nursery of Virginia today and order the healthiest and best selling trees you can buy.

Keller, Virginia • 1-800-323-3008 • www.esnursery.com

Desmarteau, Richard

Getting Wired. A Canadian nursery has success with wire root ball baskets for its B&B stock. Feb. 15, page 53

Dosmann, Michael S.

Betula albo-sinensis. Field Notes. April 15, page 90

Shrubs for the Masses. Grouping the right shrubs adds an artistic flair to the landscape. March 1, page 28

Draper, Erik

The 20 Questions of Plant Problem Diagnostics — Part I. Diagnosing plant problems can prove challenging, but correctly answering the following questions may help avoid misdiagnoses. Co-authors Jim Chatfield and Joe Boggs. June 1, page 28

The 20 Questions of Plant Problem Diagnostics — Part II. Diagnosing plant problems can prove challenging, but correctly answering the following questions may help avoid misdiagnoses. Co-authors Jim Chatfield and Joe Boggs. June 15, page 44

Falstad, Clarence

Perennial Pioneers. Three brothers from Lincoln, NE, took the perennial world by storm, and their legacy is sure to continue for years to come. Co-author Gretchen Zwetzig. Feb. 15, page 24

Fausey, Beth A.

Early Bloomers. Forced perennials have proved their worth in the garden and can bring retailers extra profits. Co-author Dr. Arthur C. Cameron. March 15, page 30

Ferare, Jacques

A Rose by Any Fragrance. Modern roses have recaptured the many wonderful scents that made them popular — but how? Co-author Jacques Mouchotte. May 15, page 28

Fetsko Petrie, Kathye

Curbside Assistance. Showing business owners how to enhance their company's outdoor surroundings can bring nursery professionals extra clients — and extra dollars. Co-author Michael Petrie. Oct. 15, page 30

Flahardy, Cathleen

A Desert Dessert. The right mix of native plants, wildflowers and hardscape elements, with a pinch of good taste, turns a New Mexico landscape into a desert treat. Oct. 15, page 35 Home Grown. A California grower makes an effort to restore the state to its original splendor by growing only California natives. Oct. 1, page 36

In a Glass All His Own. With the help of glassblower Dale Chihuly, Chicago's Garfield Park Conservatory sheds new light on the beauty of joining art and nature. May 1, page 34

The Perennial Highway. As the 2002 growing season approaches, perennials of all varieties will be among the industry's hottest items. March 15, page 38

A Sense-able Landscape. With an equal mix of texture, scent, color and flavor, an ordinary Delaware landscape evolved into a picturesque setting amidst a busy resort town. Jan. 1, page 36

Water You Lookin' At? A typical Pennsylvania back yard is transformed into an aquatic Xanadu, providing one couple with a sacred getaway, as well as myriad admirers, July 1, page 29

Weather or Not? Mother Nature defines the success of the green industry — and this spring was no exception. Co-authors Sarah Landicho and David L. Morgan. Aug. 15, page 35

Flores, Alice

Rose Hips: The Harvest Festival. While most roses are selected for their attractive flowers, repeat bloom times, heavenly fragrances or easy care, their fruit is another characteristic worthy of garden consideration. May 15, page 24

Forrest, Todd

All-Purpose Conifers. Thriving on neglect and extreme temperatures, the following conifers at The New York Botanical Garden have more to offer landscapes than mere function. Oct. 15, page 24

Gainer, Beth L.

Greenhouse by Design. Now more than ever, greenhouses offer flexibility to accommodate the needs of nursery professionals. Jan. 15, page 30

The Perennial Package. As the home gardener's desire for unique perennials continues to grow, retailers predict bloom color alone won't be driving up this season's sales. March 15, page 34

Gill, Stanton

Black Vine Weevil - Mistress of the Night. A study shows beneficial nematodes may shed new light on controlling the harmful



For free information circle 74 on the Postage Paid Card



Find Your 'Earth Angel' and Light the 'Eternal Flame'













Spark your customer's 'Heart and Soul' with many intriguing Hosta and perennials.

Toll Free: 888-855-8750 P. O. Box 708, Waseca, MN 56093

Fax: 888-735-4531 www.shadyoaks.com

New! for

17 x 17 flats!

16- 4" pots

#239

21/2" pots

pots

Think Jiffy® Poly-Paks

When You Want Both a Natural and Systemized Approach to Growing

Poly-Paks combine the natural benefits of growing in liffy-Pots® with the handling and flat filling efficiencies of multi pot trays. Pots are factory loaded into ultra-lite carrier sheets that use a minimal amount of plastic yet offer excellent plant stability, even in partially

empty flats. They also inhibit interrooting during longer term growing cycles. Poly-Paks are sized for standard 1020 flats unless otherwise indicated.





New! #330 18-3" pots in new "slim" 1020 style



www.jiffyproducts.com



For free information circle 77 on the Postage Paid Card

pest, Co-authors Joanne Lutz, Michael Raupp and Paula Shrewsbury. Feb. 1, page 32

Gilman, Dr. Edward F.

Valuable Specifications. Explicit national nursery stock specifications would ensure landscapers receive quality material, as well as help increase supplies of superior plants. Aug. 15, page 28

Gustafson, Liz

Liriope spicata. Field Notes. July 15, page 66

Haman, Dorota Z.

Container Production Innovations. A new production system for container plants may decrease the time it takes to grow a plant, as well as use less water. Co-authors Suat Irmak and Thomas H. Yeager. Oct. 1, page 54

Haydu, John

Showing Signs of Improvement. Research shows a capillary mat may be the lates! in successful irrigation advancements saving water while promoting plant growth in the nursery. Co-authors Jean Caron, Richard Beeson Jr. and Jocelyn Boudreau. July 15, page 32

Heffernan, Bob

Managing a Tough Issue. Connecticut's approach to the controversial invasive-plant topic is to meet it head on. Nov. 15, page 34

Heidemann, John

The Hardscape Facts. From decorative pavers to planting walls and gazebos, today's residential landscapes are proving it's hard to escape the hardscape. Sept. 1, page 30

Henry, Dr. Paul H.

Forcing the Tissue. Forcing softwood cuttings from woody stem segments is proving a reliable method to propagate many species. Co-authors Dr. John E. Preece, Dr. J. W. Van Sambeek and Dr. James Zaczek. Oct. 1, page 26

Hollingsworth, Pat

Berries for the Birds. Fruiting plants that attract a wide variety of feathered friends to the back yard are sure to please both expert and novice bird watchers and help the landscape take flight. June 1, page 36

Sunny Days, Shady Ways. Patterns of sunlight and shadow create perfect partners in any sophisticated landscape. March 1, page 48

Hooks, Jennifer

The Secret Garden. A landscape designer transforms a soggy European back yard into an engaging English garden. Aug. 1,

Irish, Mary

Birds of the Desert. Caesalpinia selections bring a splash of color to red-hot Southwestern landscapes. Aug. 15, page 42

Irmak, Suat

Container Production Innovations. A new production system for container plants may decrease the time it takes to grow a plant, as well as use less water. Co-authors Dorota Z. Haman and Thomas H. Yeager. Oct. 1, page 54

Jones, Samuel W.

Ceanothus americanus. Field Notes. June 1, page 82

Kahtz, Dr. Anthony W.

The Basics of Stem Cutting Propagation. If you have new employees who need to know the basics of stem cutting propagation — or veteran workers who could use a refresher course — here's a good starting point. April 15, page 56

Persicaria bistorta. Field Notes. Nov. 1, page 82

Sisyrinchium angustifolium. Field Notes. Sept. 15, page 78

King, Rick

The Garden of Edenton. Ample research and a plethora of historical plants take one North Carolina landscape back to its original beauty. Aug. 1, page 24

Kujawski, Jennifer

Elymus virginicus. Field Notes. March 1, page 86

Landicho, Sarah

Colonial Nebraska. Tough environmental conditions make turning a new Lincoln mall into a Colonial Williamsburg a tricky assignment. April 1, page 40

The Container Decision. Container manufacturers present myriad options to growers. Here's a look at what a few have to offer. May 1, page 26

Designer Labels. Today's plant tags are colorful, informational and often part of an overall packaging program — a big change from yesterday's simple black-and-white plastic stakes. Nov. 1, page 20

A Force to Be Reckoned With. There are pros and cons to forced perennials. The question is, should retailers sell them? Here's what some industry professionals have to say. March 15, page 24

Homeward Bound. Retailers say cocooning is the big trend among homeowners this

CUSTOM BAMBOO FENCING



Bamboo Poles and Related Items. Over 115 years experience is yours just for the asking. Call 1-800-4-BAMBOO 470 Oberlin Avenue South, Lakewood. NJ 08701



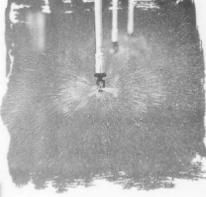
For free information circle 78 on the Postage Paid Card



An outstanding Sprinkler for Nursery Irrigation

- Excellent Uniformity
 each plant is evenly irrigated
- Good Droplet Size ideal for container irrigation





- Low Pressure Operation saves water and energy

call for the location of your nearest dealer!



Low Pressure / High Performance

Sprinklers, Spray Nozzles and Pressure Regulators

Phone: 407-293-5555 Fax: 407-293-5740 www.senninger.com

For free information circle 79 on the Postage Paid Card



"QUALITY SHADE AND FLOWERING TREES SINCE 1925"

33740 S.E. LUSTED RD. GRESHAM, OR 97080 PHONE (503) 663-5224 FAX (503) 663-7658 TOLL FREE (800) 831-2599

Look for us at The Western, Mid-AM, MANTS & CENTS

For free information circle 80 on the Postage Paid Card

2003 NJNLA TRADE SHOW & EDUCATIONAL SESSIONS

PERFECT

BIGGER

THAN EVER

communication innovation are the

KEYS to your

to your

BETTER IDEAS

JAN 29 & 30, 2003

Doubletree Hotel Somerset Garden State Exhibition Center Exit 10 off I-287 Somerset, New Jersey

featuring:

Mauricio Velasquez, Diversity Training Group:

Unique Challenges & Benefits of Managing & Understanding Your Hispanic Workforce

Gary Kinman, Kinman Associates:

History of Landscape Design and Marketing for Today's Clients

Doug Kale, Ed Overdevest & Paul Dorko:

The Best of New Jersey

Bruce Davies, Landscape Architect:

Successful Residential Design for the New Jersey Market

Don't miss this expanded show for 2003!

It's the biggest and best ever!

Call 1.800.314.4836 today for exhibit & registration info!



Tel: 1.800.314.4836 Fax: 609.291.1121 www.gardennj.net

Sponsored by: New Jersey Nursery & Landscape Association, Inc. 605 Farnsworth Avenue, Bordentown, NJ 08505 year — as well as spending more money on their landscapes. Co-author G. Seidel. Sept. 1, page 26

Landscaping's Net Worth. Realtors say — and research proves — a good-looking landscape increases the value of a home or business. But do your clients know this? July 15, page 24

Presentation Is Everything. Garden center display designers offer tips on innovative merchandising. Nov. 15, page 18

Shapely Figures. For many, topiary may seem a bit intimidating, but the unique shapes and forms make it easy to add a flight of fancy to any landscape. April 1, page 67

Southern Teachings. An Arkansas landscaper uses creative designs to educate others about her passion — plants. Dec. 1, page 38

Weather or Not? Mother Nature defines the success of the green industry — and this spring was no exception. Co-authors David L. Morgan and Cathleen Flahardy. Aug. 15, page 35

Well-Equipped. A nationwide sampling of landscape contractors reveals which equipment tops their lists and why. Oct. 15, page 20

Licht, Dr. Jeff

GROUNDBREAKING

METHODS

INNOVATIVE

PLANT USE

DON'T MISS

NJNLA'S BOOKSTORE

Sustainable New England Landscapes. By installing gardens that can withstand dry conditions, the green industry and its customers can get through almost any period of drought. July 1, page 46

Lighthiser, Ann E.

Selling the Native Niche. Native plants can add uniqueness to any landscape as well as offer a plethora of retail marketing options. Co-author Jennifer J. Ariss. Jan. 15, page 36

Lindgren, Dale

Nebraska Roots. When looking for plant material that will add beauty to a Great Plains landscape, as well as survive the region's environment, give some of the following a try. Jan. 1, page 44

Lutz, Joanne

Black Vine Weevil — Mistress of the Night. A study shows beneficial nematodes may shed new light on controlling the harmful pest. Co-authors Stanton Gill, Michael Raupp and Paula Shrewsbury. Feb. 1, page 32 Lynes, Judy

Aloha Sweepstakes, Monrovia's promotional vacation giveaway boosts sales in independent garden centers. Aug. 15, page 47

Macdonald, Bruce

It's About Vine. Three Asian vines lend color and hardiness to the landscape. Nov. 1, page 26

MacKenzie, David

Breaking new Groundcovers. The standard groundcovers used in most landscapes may be attractive and popular, but there are other tough evergreen selections to choose from that prove excellent additions — even on volleyball courts. April 1, page 72

Mariani, Frank

A Growing Business. The owner of a Midwest landscape design, construction and maintenance company tells how and why he started a nursery. April 15, page 25

Martin, Dr. Frank G.

How seed source affects performance of selected wildflowers. Co-authors Dr. Jeffrey G. Norcini and James H. Aldrich, March 15. page 51

Matarazzo, Louis

Helianthus tuberosus, Field Notes, Feb. 15. page 94

Mathers, Dr. Hannah

Waste no Water. Water quantity and quality issues force nursery professionals to find ways to save this precious resource and still stay in business. Nov. 15, page 22

Mattson, Joni L.

Mitchella repens. Field Notes. Nov. 15, page 106

Mauschbaugh, Andrew J.

Safety First. Just how safe is your nursery? A horticulture insurance professional offers advice on how to help protect your employees — and operation — from harm. Sept. 15, page 35

Mayo, George

Green Is Good. A new marketing campaign provides Maryland's green industry with a needed boost in recognition. Sept. 15, page 50

McAdams, William R.

Nursery Insect and Disease Management. Managing insect pests and diseases is a major challenge for nursery professionals nationwide, and mistakes could prove costly to a successful operation. June 1, page 22



risosr's

9555 North Gast Road, P.O. Box 116 — Bridgman, Michigan 49106 Phone: 269.465.5522 Fax: 269.465.4822

WHOLESALE GROWERS OF QUALITY SMALL FRUIT PLANTS

Grapevines Blueberries **Black Raspberries**

Red Raspberries Purple Raspberries Yellow Raspberries Red Rhuharh

Currants Gooseberries **Asparagus**

ALL STOCK GRADED TO AAN STANDARDS

For free information circle 82 on the Postage Paid Card



he Manor View Advantage

Where BETTER PEOPLE

and BETTER PLANTS

meet to provide BETTER SERVICE

Lorticultural Distribution Center We offer a wide range of unique. quality plant material for immediate pickup.

We now offer a new line of stone. Courteous delivery service also available.

Potted Liner Center

Top quality potted liners of shrubs. trees, and grasses are available.

Horticultural Distribution Center inventory updated daily on the web:

www.manorview.com

Correspond via e-mail: sales@manorview.com

Plan to visit or contact us 15601 Manor Road Monkton, Maryland 21111 Telephone: 410-771-4700 Fax: 410-771-8246 Toll free fax: 888-718-8246

For free information circle 83 on the Postage Paid Card



"We're growing quality...
one tree at a time"

BRYAN WAGONER TREE FARM, L.L.C.

9948 Kerr Chapel Road Gibsonville, N.C. 27249 336-585-0052 • Fax: 336-585-0039 Email address: BryansTreeFarm@AOL.com

For free information circle 84 on the Postage Paid Card



Hardy Varieties for Every Landscape

Chesapeake's extensive field and container nurseries offer a stunning selection of broadleaf evergreens, flowering shrubs and ornamental grasses. Our uniformly beautiful plants - propagated, cultivated and delivered with utmost care and quality control are available year round in the quantities you need.

The best makes a big difference.

McCoy, Miles

Marketing Matters. A communication professional looks at six modern marketing ideas nursery professionals should not ignore. June 1, page 50

Marketing Matters — Part II. A communication professional offers six tips to create an effective catalog. June 15, page 52

Marketing Matters — Part III. A communication professional explains how to properly communicate with customers through direct marketing. July 1, page 57

Marketing Matters — Part IV. A communication professional offers tips on how to use the traditional marketing tool of print advertising. July 15, page 36

Marketing Matters — Part V. A communications professional offers costsaving ideas on how to reach customers. Aug. 1, page 73

Marketing Matters — Part VI. A communication professional suggests nursery professionals use databases to revitalize their marketing programs. Aug. 15, page 52

McCoy, Susan

Trendy Ideas. Some industry experts share their ideas on what's hot — and what's not — for the 2003 growing season. Nov. 1, page 42

McCracken, Pat

Microclimate Manipulation. Paying attention to microclimates — and learning how to manipulate them — can help nursery professionals maximize plant growth. July 1, page 42

Meredith, John

Update From Washington. Its reform efforts disrupted by 9/11, Congress left many nursery issues unresolved. Co-author Craig J. Regelbrugge. Dec. 1, page 22

Micheletti, Tom

Hosta 'Guacamole'. Field Notes. Oct. 15, page 66

Hosta 'Sagae'. Field Notes. Jan. 1, page 118

Molenaar, Floortje

Inspect the Best. Preshipment inspection programs ensure nursery stock entering and exiting countries is of the highest quality. Sept. 15, page 38

Quality Counts. An independent foundation in the Netherlands helps

Dutch nursery professionals grow quality plant material for export. Oct. 1, page 45

Morgan, David L.

Acer grandidentatum, Field Notes, May 1, page 106

Big Trees in Boxes. A south Texas grower meets an expanding need for large landscape specimens. Aug. 1, page 34

Cotinus obovatus. Field Notes. Oct. 1, page 98

Crossing Regional Boundaries. Thanks to two regional branches of the International Plant Propagators' Society, a historic meeting in Maryland is expected to attract the largest group of growers ever to assemble in the US. June 1, page 55

The 'Grass Man' Cometh. A Texas grower with a love of grasses and a passion for collecting Southwestern natives turns his favorite pastime into a successful business. April 15, page 51

In Shipshape. By using racks and sharedload shipping, growers should have an easier time getting their products to the market. July 15, page 20

Quercus glaucoides. Field Notes. Feb. 1, page 82

The Rose Man of Texas. Mike Shoup found his calling right where he started, and 9/11 didn't hurt him a bit. Dec. 1, page 26

Weather or Not? Mother Nature defines the success of the green industry - and this spring was no exception. Co-authors Sarah Landicho and Cathleen Flahardy, Aug. 15, page 35

Morgenson, Greg

Ptelea trifoliata. Field Notes. March 15, page 82

Quercus mongolica. Field Notes. Aug. 15, page 82

Mouchotte, Jacques

A Rose by Any Fragrance. Modern roses have recaptured the many wonderful scents that made them popular — but how? Co-author Jacques Ferare. May 15, page 28

Mulhern, Barbara

Avoiding Immigration Woes. Hiring immigrant workers while following government guidelines can prove challenging to any nursery professional. Jan. 15, page 45

QUALITY NORTHWEST GROWN BARE ROOT SHADE, FLOWERING & ORNAMENTAL TREES



Tel (503) 663-3348 Fax (503) 663-0138 e-mail: sales@hansnelson.com

website: hansnelson-sons.com

HANS NELSON & SONS NURSERY, INC.

31020 S.E. Waybill Road

Boring, Oregon 97009

Southland

ONE LABEL - ONE SUPPLIER COMPLETE LINE OF ORGANIC HORTICULTURAL PRODUCTS



HONESTY, INTEGRITY, CHARACTER IN BUSINESS OVER 50 YEARS

- · 2 cu.ft. Monterey Red, Black, Gold, Brown Cedar Mulches
- · 2 cu.ft. Aromatic Cedar Mulch
- · 2 cu.ft. Forest & 3 cu.ft. Hemlock Mulches

PEAT MOSS in five convenient sizes: 6, 3.8, 2.2 & 1 cu.ft. 55 cu.ft. Bulk Bales

PROFESSIONAL Growers Mixes - Bag or Bulk -

Disease and Insect Suppressive

SOILS and GROUND COVERS:

~ Organic Humus, Top Soil, Cow Manure, Potting Soil ~ Pine Bark Nuggets, Mini-Nuggets & Mulch - Bark Soil Conditioner - Hardwood Mulch - Cypress Mulch - Cedar Mulch - Western Bark

SPECIALTY ITEMS:

Black Deco Mulch - Composted Mushroom Soil - Black Soil Compost - Premium Potting & Planting Mix - Retail Specialty Mixes - Bulk Cedar on 5.55 cu. yd pallet Stone Ground Covers - Volcanic Nuggets - Landscape Boulders

SOUTHERN IMPORTERS, INC.

P.O. Box 8579, Greensboro, NC 27419-0579 (336) 292-4521 or TOLL FREE 1-800-334-9658 FAX (336) 852-6397

www.southernimporters.com

For free information circle 86 on the Postage Paid Card

TROPICAL & PERENNIAL GARDEN FERNS

"When you think ferns, think CASA FLORA"

1000 FOR MORE THAN 37 YEARS

"Your Fern Source"™

101₅₆ varieties produced every week from our own tissue culture labs

WE SUPPORT ALL BROKERS!

P.O. Box 41140, Dallas, TX. 75241 1-800-233-3376 www.casaflora.com email: fernquys@casaflora.com



For free information circle 87 on the Postage Paid Card





MANUFACTURERS OF THE SUPERIOR WIRE BASKETS

- Burlap liners available in plain or rot treated
- ENGINEERED TO FIT BETTER
- VALUE PRICED
- NEW SHORT SIZES
- NEW FOR OPTIMAL DIGGER
- NEW DESIGN LOOPS FOR EASIER TYING

Call for our complete 62 page color catalog

Three Locations To Serve You Better

1416-18 N. Broadway St. Louis, MO. 63102 1-800-331-2445 Fax 314-421-5324 Email: gwbc@worldnet.att. 1325 Howard Drive West Chicago, IL. 60185 1-800-462-6707 Fax: 630-231-3474 2411 Smithville Highway McMinnville, TN. 37110 1-800-762-9749 Fax: 931-668-8395 Email: gwbc@blomand.net

Website: www.gwestern.com

Murray, Marion

Cuphea × 'David Verity'. Field Notes. Sept. 1, page 98

Neal, Dr. Joseph C.

Weed Control in Woody Liner Production. Preemergence herbicides play a key role in controlling weeds in nurseries, but are they an option for woody liners? Aug. 15, page 24

Newlin, Larry

Marketing With Personality. Effectively advertising your business can bring in droves of customers and hefty sales. Feb. 1, page 28

Norcini, Dr. Jeffrey G.

How seed source affects performance of selected wildflowers. Co-authors James H. Aldrich and Dr. Frank G. Martin. March 15, page 51

Pandolfo, Mike

Hold the Phone. Nurseries and garden centers now have an easy way to convert a problem into a powerful and effective customer relations opportunity. July 15, page 30

Pellett, Dorothy J.

Committing to Excellence. A Vermont landscaper's dedication to the trade leads to a successful business. Sept. 1, page 36

Perry, Phillip M.

Three Little Words. Family businesses can benefit from taking the time to listen, talk and plan. May 15, page 55

Perry Lawton, Barbara

Fresh Mints. Long-known for their culinary attributes, mints offer Cordon Bleu ornamental qualities. Dec. 1, page 32

Petrie, Michael

Curbside Assistance. Showing business owners how to enhance their company's outdoor surroundings can bring nursery professionals extra clients — and extra dollars. Co-author Kathye Fetsko Petrie. Oct. 15, page 30

Pfeifer, Paul

Mahonia bealei. Field Notes. April 1, page 110

Preece, Dr. John E.

Forcing the Tissue. Forcing softwood cuttings from woody stem segments is proving a reliable method to propagate many species. Co-authors Dr. J. W. Van Sambeek, Dr. Paul H. Henry and Dr. James Zaczek. Oct. 1, page 26

Raupp, Michael

Black Vine Weevil — Mistress of the Night. A study shows beneficial nematodes may shed new light on controlling the harmful pest. Co-authors Stanton Gill, Joanne Lutz and Paula Shrewsbury. Feb. 1, page 32

Regelbrugge, Craig J.

Update From Washington. Its reform efforts disrupted by 9/11, Congress left many nursery issues unresolved. Co-author John Meredith. Dec. 1, page 22

Ritterson, John

Realistic IPM. A nursery professional takes a look at how two successful Pennsylvania operations implement IPM as part of their overall plant maintenance programs. Feb. 15, page 59

Rudy, Mark

Daphne genkwa. Field Notes. Dec. 15, page 82

Schiavo, Art

Picea pungens 'Fat Albert'. Field Notes. July 1, page 86

Seidel, G.

Homeward Bound. Retailers say cocooning is the big trend among homeowners this year — as well as spending more money on their landscapes. Co-author Sarah Landicho. Sept. 1, page 26

Sharpton, Judy

Emotional Retailing. Helping customers create contemplative spaces in their gardens can bring comfort and healing. Jan. 1, page 54

Shew, Mary Anne

Weaving Your Web. A well-designed Web site can be one of your hardest working employees — and it's available 24 hours a day, seven days a week. Sept. 15, page 42

Shrewsbury, Paula

Black Vine Weevil — Mistress of the Night. A study shows beneficial nematodes may shed new light on controlling the harmful pest. Co-authors Stanton Gill, Joanne Lutz and Michael Raupp. Feb. 1, page 32

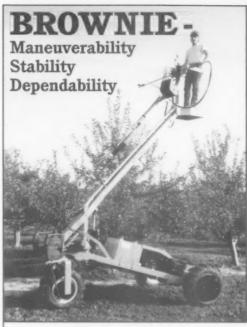
Sibley, Dr. Jeff L.

Ilex cornuta 'O. Spring'. Field Notes. Coauthor Jeff C. Wilson. May 15, page 86

Taking Care of Business. Propagation involves more than just producing plants—other practices must be followed as well. Co-author Gene Blythe. Jan. 1, page 27

Speichert, C. Greg

Pond Product Improvements. Innovations in products designed especially for garden



PRUNING MANLIFT

Features which leave all other three and four wheel machines far behind.
Still at a down to earth price.

- 3 Wheel Drive
- Swing Bucket
- Foot Peddle Control
- Towable for Road Travel
- Hydraulic Tools Available

We offer a full line of fruit & vegetable equipment and many types of conveyers.

PHIL BROWN WELDING CORP.

4689 - 8 Mile Rd., N.W. • Conklin, Michigan 49403 Phone: (616) 784-3046 • FAX: (616) 784-5852

For free information circle 89 on the Postage Paid Card

Ellepots... high quality propagation for nurseries

Featured at ANLA Innovation Lab 2001

The air/water/root permeable Ellepot paper sleeve provides young plants the oxygen-rich environment needed to quickly produce roots and thrive. Ellepots are widely used in Europe for tree seedling and woody ornamental

production. More than 7 billion Ellepots are used annually by growers around the world.

Infinitely adjustable depth and density Many sizes from which to choose

Faster rooting and rooting out Natural root pruning No root bound plants No root spiraling

Conduct your own trial with free ellepot samples available in 20 through 50 mm sizes. Or plan your production and buy Ellepots by the hundreds, thousands or millions, ready to use. Call today: 1-800-874-8660



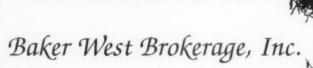
BLACKMORE COMPANY

10800 Blackmore Ave., Belleville, MI 48111 1-800-874-8660 • Fax 734-483-5454

Visit our Web site at: www.blackmoreco.com



Phone (503) 678-1214 - Fax (503) 678-1250 email: inquiriesbr@bakerwest.com Bare Root ~ Container ~ Fresh Pot: FRUIT ~ ORNAMENTAL & SHADE TREES



Premier Selected Nursery Stock email: inquiriesbk@bakerwest.com

A Robert Baker Company

TOP QUALITY PERENNIALS



- More than 800 varieties
- Bare root perennials (and plugs available)
- Eye catching Point of Sale material
- Many exclusive and rare items grown on our own nursery
- · High quality, professional after-sales service

DE VROOMEN HOLLAND

GARDEN PRODUCTS

De Vroomen Holland, P.O. Box 189, Russell II, 60075 Phone: 847 395 9911 Fax: 800 395 9920 e-mail: sales@devroomen.com

WWW.DEVROOMEN.COM

Call for our full color catalogue today

ponds have helped to secure water gardening's place in the perfect landscape. July 1, page 36

Steingold, Fred S.

Reading the Fine Print. Whether buying or selling online, knowing and clearly defining terms and conditions to every Internet transaction is increasingly important, Nov. 15, page 41

Strother, Ellen Vincent

Artists in the Air: Bartlett Tree Experts. Caring for trees in an urban environment takes practice and skill. Properly training workers not only better prepares them for the job — it can also lead to increased employee retention. Feb. 1, page 38

Svenson, Sven E.

Shady Business. Growers should understand how light levels and photosynthesis are linked in crop production. Jan. 15, page 23

Shady Business: Part II. Choosing the proper shading material depends upon the type of product selected and the amount of shade required. Feb. 15, page 43

Thornton, Linda

A Plant Hunter's Legacy. Benny Simpson's plant collections flourish in arid landscapes in the Southwest and are studied by horticulture students. educators and nursery professionals throughout the region. April 15, page 30

Vallet, Michelle

Environmentally Challenged. By becoming environmentally sensitive, landscape professionals can open doors to a number of business opportunities and improve how others perceive the green industry. Aug. 1, page 67

Sundown Sensations. A combination of destiny, good employees and innovative business skills helps make one Colorado landscape design company a roaring success. April 1, page 28

Van Sambeek, Dr. J. W.

Forcing the Tissue. Forcing softwood cuttings from woody stem segments is proving a reliable method to propagate many species. Co-authors Dr. John E. Preece, Dr. Paul H. Henry and Dr. James Zaczek. Oct. 1, page 26

Ward, Tom

Daphne caucasica. Field Notes. Jan. 15, page 94

Wasowski, Andy

Rethinking our Plant Palettes. Incorporating native plants in any garden not only adds flavor, but gives the landscape a sense of place. April 1, page 35

Watson, Gary W.

Paclobutrazol's effect on transplanted American elm seedlings. Feb. 15, page 64

Weissmark, Elliot

Breaking Down Bonds. In an era of financial uncertainty, investing in bonds may be a safe bet. Nov. 15, page 45

Making Your Cash Work Harder. Investment options can offer less volatility - and potentially better results — than the stock market. Sept. 15, page 53

SIMPLE IRAs. Owners and employees of small businesses can benefit from SIMPLE IRAs. But exactly what are the costs? July 15, page 41

Taking Advantage of the Tax Relief Act: Estate Planning. Estate planning doesn't have to be difficult. But before revising your current plan, or creating a new one, take a look at some of the legislation surrounding estate taxes. May 15, page 51

Wilson, Jeff C.

Ilex cornuta 'O. Spring'. Field Notes. Coauthor Dr. Jeff L. Sibley. May 15, page 86

Wott, Dr. John A.

Rebuilding the Dream. Faculty and staff of the Center for Urban Horticulture in Seattle build a new future after a deliberate fire destroyed the building last year. Sept. 1, page 48

Yeager, Thomas H.

Container Production Innovations. A new production system for container plants may decrease the time it takes to grow a plant, as well as use less water. Co-authors Dorota Z. Haman and Suat Irmak, Oct. 1. page 54

Zaczek, Dr. James

Forcing the Tissue. Forcing softwood cuttings from woody stem segments is proving a reliable method to propagate many species. Co-authors Dr. John E. Preece, Dr. J. W. Van Sambeek and Dr. Paul H. Henry. Oct. 1, page 26

Zwetzig, Gretchen

Perennial Pioneers. Three brothers from Lincoln, NE, took the perennial world by storm, and their legacy is sure to continue for years to come. Co-author Clarence Falstad. Feb. 15, page 24



For free information circle 93 on the Postage Paid Card

